

IN THE SPECIFICATION:

Please replace the original Specification and ABSTRACT with the attached Substitute Specification and ABSTRACT.

The amendments to the original Specification and ABSTRACT are shown in a separate marked-up version attached herewith.

CONSUMER PRINTABLE COUPON FUNDRAISING PROCESS

FIELD OF THE INVENTION

The present invention relates to an electronic Process incorporating the electronic
5 distribution of brand promotions (coupons) online as fundraising tools to the benefit of a
Cause-charitable organizations, schools or not – for—profit organizations.

BACKGROUND OF THE INVENTION

With the variety of coupon and rebate sites popping up on the Internet, the Web
10 promises to be the brand-marketing vehicle of the future. But no invention has yet
touched on the unique Process of utilizing online coupons as fundraising tools.

The Internet provides a terrific promotion resource with its speed and distribution
ability but manufacturers have major issues with Web-based, printable incentive offers
but are looking for alternatives to conventional print coupons.

15 Causes like not-for-profits, charitable organizations and schools are always
looking for fundraising tools and methods to help generate additional revenue.

This Process/invention addresses the above factors and utilizes the Internet and
brand coupons to present a unique fund raising vehicle.

20 SUMMARY OF THE INVENTION

An Internet Portal (Website) is provided to distribute online consumer-printable
coupons. As the coupons are redeemed at point of purchase and subsequently processed

by an independent 3rd party redemption company or agent, revenue is generated from the participating brands, paying for the promotion.

The Process in accordance with the present invention provides specific online portals designated to work with the Causes (not-for-profits, schools or charitable
5 organizations). Supporters of these Causes, visiting these Portals, printing and redeeming the provided coupons, generate revenue for the respective Cause.

This revenue share used as a fund raising tool is the heart of the Process. Its innovation is unique.

Full tracking and accounting is provided to the brands and the Cause, by the
10 proprietary database working in conjunction with the Process.

The amount of funds generated by the Process is directly related to the proactivity of the participating Cause, based on redemption re-imbursement paid by the brand.

This Process in accordance with the present invention capitalizes on the value of coupons and its expansive online market to provide a unique Process for generating
15 revenue for fundraisers or other not-for-profits, while increasing the sales of the brands.

Brand loyalty is another consideration of the Process. And brand loyalty is a critical pursuit of brands. The Process helps build brand loyalty while loyalty is also being built with the organization, school or charity. Supporters come to the portal sites to obtain FREE brand coupons and to support the Cause. From the coupon value that is
20 obtained, and the savings, which is derived from the usage, consumer loyalty is established.

This Process is a unique and innovative approach to consumer loyalty building for brands. This Process truly provides benefit to every constituent:

1) the Cause gets additional revenue at no cost other than an agreement to promote the Process; 2) the Supporter saves money on purchases, using the free coupons provided by the Process; and 3) participating brands receive the perks of sponsorship, develop a more loyal consumptive group of consumers and move product more cost
5 effectively.

Everyone Wins!

It is the object of this invention to provide an online approach to distribute brand coupons for the purposes of generating funds for to the benefit of a variety of Causes. The Process integrates online brand coupon promotion, a Cause's ongoing need for funds,
10 and the Supporters desire to obtain free brand coupons so as to save on brand products.

The Process provides for all three constituents.

BRIEF DESCRIPTION OF DRAWINGS

FIG. 1 illustrates the online approach of the Process including The Website, the
15 Sponsor, the Cause and the Supporter.

FIG. 2 illustrates the approach to tracking and identifying all redeemed coupons to provide accurate accounting and tracking of the redemptions.

FIG. 3 illustrates a general block diagram of a coupon in accordance with the present invention.
20

DETAILED DESCRIPTION OF PREFERRED EMBODIMENTS

FIG. 1 generally illustrates the Process **10** and its constituents. The Supporter **40** visits the Website **20** to obtain coupons **60** (**FIG. 3**) and support the Cause **30**. The Website **20** maintains coupon offers provided by the Sponsor (the Brand) **50**.

The Process **10** provides specific online Websites **20** designated to work with the
5 Causes **30** (not-for-profits, schools or charitable organizations). Supporters **40** of these Causes **30**, visiting these Websites **20**, printing via printer **45** and redeeming the provided coupons **60**, generate revenue for the respective Cause **30**. This revenue share is used as a fundraising tool of the Process **10**.

Full tracking and accounting is provided to the brands and the Cause, by the
10 proprietary database **25** working in conjunction with the Process **10**.

In practicality, duplicates can be provided at the point of purchase on the retail level, which may not be redeemed by the Sponsors **50** (the Brands or the Advertisers). These are fraudulent redemptions and are detailed in **FIG. 2**.

FIG. 2 generally illustrates the redemption/rebate cycle **100** and the generation of
15 income and impact on the Process **10**. The Process **10** primarily addresses consumer package goods incentive offers.

In reality, the end user (Supporter **40**) then takes the printed coupon offers to a Retailer **120**. Once purchases of promoted products are made, and the incentive (coupon **60**) is presented for redemption at the point of sale, the Retailer **120** accepts these
20 Supporter printed coupons **60**, which have been presented at point of sale and are redeemed.

The Retailer **120** then submits the offers to their redemption agent or directly to a redemption facility **140** to be reimbursed. The redemption facility **140** scans the offers into its data Processing system.

The proprietary software of the Process **10**, identifies and validates the coupon **60**
5 utilizing its indigenous household identification number contained in its bar code **74**
(**FIG. 3**). An accounting of all transactions is maintained for and accessible to Sponsors
50 (the Brands or Advertisers) for verification and proper redemption, through this code.
This is the code used to track all revenue owed the Cause **30** (**FIG. 1**) as a result of
Supporter redemption.

10 The present invention also provides a unique electronic Process **10** to marketing
products online while using these same products to become fund raising tools for Causes
30 based on a pay for performance model.

The electronic Process **10** of the present invention allows consumer-printable
coupons/promotions to be provided online through a specific Portal or Website **20**, and
15 the redemption of these coupons **60** generates a revenue share, to be shared with the
participating Causes **30** (not-for-profits, charities or schools). Through this Process **10**
the specific Causes **30** are identified through the Household ID number printed on every
coupon **60**, through the use of the UCC/EAN extended 128 barcode.

Referring now to **FIG. 3**, the Supporter **40** selects the Cause **30** he/she would like
20 to support with their coupon redemption. Each coupon offer displayed in the Process **10**
contains indigenous Bar codes **74** and information such as the Store or Brand name **62**;
the item name **64**; the value **66** of the incentive; disclaimers and modifiers **70** for the
incentive; the origin **72** of the incentive by zip code; graphics or product images **68**. The

incentives displayed in the Process are viewed and selected by end users (Supporters). The incentives are free to the Supporter **40** and are available twenty-four hours a day, seven days a week. The incentives are viewable and printable by the end user (Supporter **40**), at their discretion and printed on the Supporter's printer **45**. Each printed incentive is identified and maintained in the proprietary database **25**, in this Process **10**, by UCC/EAN Bar codes; an indigenous identification number or tracking code, which is logged into the Process's database **25** for tracking purposes. The Storefront's database maintains all necessary information and reporting regarding all departments, incentives or remuneration, links, Supporter accounts and redemption information on the coupons.

Proprietary database **25** is used by the Process **10** to identify the Supporter **40**, the Cause **30** and the brand (Sponsors **50**). The offers, once promoted on the Website **20** by the Process **10** and its inventor, are selected by Supporters **40** who redeem them at the grocery stores (Retailer **120**). Once they are redeemed, the grocery (Retailer **120**) submits them to independent third parties (Redemption facility **140**), who identifies them and processes them for the brands (Sponsor **50**). Duplicate redemption files are generated by the third party redeemer (Redemption facility **140**), with copies (Redemption Accounting) going to the brand (Sponsors **50**) and to the Process Website **20** as well. Redemption activity (Redemption Analysis) is identified with respect to the Supporter **40** and the Cause **30** with respect to each brand redemption. The Process **10** provides this track ability, allowing for the revenue share of the redemption amount.

With specific reference still to **FIG. 2**, the Redemption facility **140** provides the Retailer **120** with coupon reimbursement. The Sponsors **50** also provide the Redemption

facility **140** with Redemption Reimbursement and the Website **20** with the redemption revenue reimbursement.

The Process **10** promises to be a tremendous consumer relationships marketing tool as well. Brands are attempting to establish consumer loyalty. Participating in the
5 Process and supporting the Cause too can generate this. In doing so the consumer/Supporter develops a loyalty or affinity to the sponsoring brand. A unique consumer relationship is established to the benefit of the Cause and the Brand as well.

CLAIMS

What I claim is:

5

10

ABSTRACT

An electronic Process/approach utilizing proprietary Internet Websites as Portals to distribute and disseminate information/brand coupons and/or promotions, for the purposes of generating funds for the Causes (not-for-profits, charitable organizations and/or schools). Brands remunerate on a performance basis, for providing a distribution source for their consumer-printable coupons online and moving product. This coupon content in turn, would provide a revenue share to the Cause, in light of their promotion of the Website. This approach provides a unique method for fundraisers for the Causes; a most effective and more public-sensitive promotion for the Brands; and a benefit to the Supporters as well, in that they are able to obtain free brand coupons on the various Websites of the Process and support the Causes, all at the same time. The process identifies and validates coupons utilizing an indigenous household identification number in a bar code.